

AMENDMENTS TO THE CLAIMS

This listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of Claims:

1-17 (Canceled)

18. (New) A method for selecting and presenting information to a user through an affinity based interface, the method comprising:

providing a plurality of interface characters that are displayed to a viewer and that are each emblematic of a corresponding affinity based categorization;

receiving input corresponding to a viewer selection of an interface character from the plurality of displayed interface characters;

identifying content from a plurality of content sources;

filtering the identified content to generate filtered content according to affinity based characteristics that are associated with the selected interface character; and

presenting the filtered content to the viewer with the interface character.

19. (New) A method as recited in claim 18, wherein the interface character has a unique presentation style.

20. (New) A method as recited in claim 19, wherein the presentation style of the interface character persona corresponds to a unique style of speech.

21. (New) A method as recited in claim 18, wherein the interface character persona comprises an interactive interface for presenting dialog to a viewer.

22. (New) A method as recited in claim 21, wherein the dialog presented to the viewer corresponds specifically to content displayed to the viewer.

23. (New) A method as recited in claim 21, wherein the dialog presented to the viewer corresponds specifically to questions asked by the viewer to the interface character.

24. (New) A method as recited in claim 21, wherein the identified content is filtered at least in part according to interactions between the interface character and the viewer, and wherein the interactions include dialogs communicated between the viewer and the interface character.

25. (New) A method as recited in claim 18, wherein the dialog presented to the viewer includes a combination of pre-scripted and live chat dialog.

26. (New) A method as recited in claim 18, wherein the interface character is displayed simultaneously along with a display of the filtered content to the viewer.

27. (New) A method as recited in claim 18, wherein the identified content includes at least one of broadcast content or Internet content.

28. (New) A method as recited in claim 18, further comprising:
providing notifications to the viewer through the interface character.

29. (New) A computer program product comprising one or more computer-executable software instructions for implementing the method recited in claim 18.

30. (New) A method for selecting and presenting information to a user through an affinity based interface, the method comprising:

providing a plurality of interface character personas that are displayed to a viewer, wherein each of the interface character personas is associated with a respective domain of broadcast content;

receiving input corresponding to a viewer selection of an interface character persona from the plurality of displayed interface character personas; and

presenting the broadcast content associated with the selected interface character persona to the viewer.

31. (New) A computer program product comprising one or more computer-executable software instructions for implementing the method recited in claim 30.